

## CLAIMS

### I CLAIM:

1. A method of generating revenue from the right to display advertising information on or adjacent to a public right-of-way, the method comprising the steps of:

providing a support on or adjacent to a public right-of-way including at least one lane for vehicle traffic to move in a first direction and a second lane spaced to a side of the one lane for vehicle traffic to move in a second direction oppositely to the first direction;

providing information pertaining to the public right-of-way on the support in a manner that the information is viewable by an occupant of a vehicle in the one lane moving in a first direction and facing generally in the first direction;

providing advertising information unrelated to the public right-of-way on the support so that the advertising information is viewable by an occupant of a vehicle moving in the second direction in one of the lanes and facing in the second direction; and

charging a fee to an entity to allow the advertising information to be maintained on the support by the entity.

2. The method of generating revenue according to claim 1 wherein the step of providing advertising information comprises providing the advertising information on a substantially flat, first display surface facing in the first direction.

3. The method of generating revenue according to claim 2 wherein the  
2 step of providing information pertaining to the public right-of-way comprises  
providing information pertaining to the public right-of-way on a substantially flat,  
4 second display surface facing oppositely to the first direction.

4. The method of generating revenue according to claim 1 further  
2 comprising the step of illuminating the advertising information.

5. The method of generating revenue according to claim 1 wherein the  
2 step of providing information pertaining to the public right-of-way comprises  
providing information pertaining to the public right-of-way on a first display  
4 surface that is on the support in an elevated position and at least partially directly  
over the one lane.

6. The method of generating revenue according to claim 5 wherein the  
2 step of providing a support comprises providing a cantilevered arm projecting  
across at least part of the one lane with the first display surface on the cantilevered  
4 arm.

7. The method of generating revenue according to claim 1 wherein the  
2 step of providing a support comprises providing first and second upright sections  
with one of the upright sections on one side of the one lane opposite to the second  
4 lane and the other of the upright sections on the side of the second lane opposite to

6 the one lane and a spanning section between the first and second upright sections  
and extending fully across both the one and second lanes, and the step of providing  
advertising information comprises providing advertising information on the  
8 spanning section.

2 8. The method of generating revenue according to claim 1 wherein the  
step of providing a support comprises providing a support that is fully spaced  
sideways from both of the lanes.

2 9. The method of generating revenue according to claim 1 wherein the  
step of providing information pertaining to the right-of-way comprises providing  
information pertaining to the right-of-way on a first display surface with a first area  
4 on the support, and the step of providing advertising information comprises  
providing advertising information on a second display surface with a second area  
6 on the support so that the first and second areas overlap both sideways and in a  
vertical direction.

2 10. The method of generating revenue according to claim 9 wherein the  
step of providing information pertaining to the right-of-way and advertising  
information comprises situating the first and second areas so that the second  
4 display surface is substantially completely obstructed by the first display surface  
from the perspective of an occupant of a vehicle in the one lane moving in the first  
6 direction.

11. The method of generating revenue according to claim 1 wherein the  
information pertaining to the right-of-way is provided on a first display system and  
the advertising information is provided on a second display system and further  
comprising the steps of providing periodic maintenance to at least one of the  
support and the first display system, providing periodic maintenance to the second  
display system in conjunction with the periodic maintenance to the at least one of  
the support and the first display system, and charging a fee to the entity for the  
periodic maintenance to the second display system.

12. The method of generating revenue according to claim 1 further  
comprising the steps of changing the advertising information and charging a fee to  
the entity for changing the advertising information.

13. A method of generating revenue from the right to display advertising  
information on or adjacent to a public right-of-way, the method comprising the  
steps of:

providing a support at or adjacent to a public right-of-way comprising first  
and second lanes for vehicle traffic to move in one direction and third and fourth  
lanes to one side of the first and second lanes for vehicle traffic to move in a  
second direction opposite to the one direction;

providing a first display system on the support and having information  
thereon pertaining to the public right-of-way and viewable from a first vantage  
point;

providing a second display system on the support and having advertising  
information thereon that is substantially unviewable from the first vantage point  
and so that the information pertaining to the public right-of-way is viewable from  
a second vantage point,

wherein the information pertaining to the public right-of-way is viewable by  
an occupant of a vehicle moving in the one direction in one of the first and second  
lanes and facing in the one direction,

wherein the advertising information is viewable by an occupant of a vehicle  
moving oppositely to the one direction in one of the third and fourth lanes and  
facing oppositely to the one direction; and

charging a fee to an entity to allow the advertising information to be  
maintained on the support by the entity.

14. The method of generating revenue according to claim 13 wherein  
there is a center median between the first and second lanes and the third and fourth  
lanes, and the step of providing the second display system comprises providing the  
second display system at least partially over the center median.

15. The method of generating revenue according to claim 13 wherein  
there is a first shoulder region to a side of the first and second lanes opposite to the  
one side and the step of providing the second display system comprises providing  
the second display system at least partially directly over the first shoulder region.

2 16. The method of generating revenue according to claim 13 wherein the  
4 step of providing the second display system comprises providing the second  
display system spaced to one side of the third and fourth lanes and at least partially  
directly over the first lane.

2 17. The method of generating revenue according to claim 16 wherein the  
4 step of providing the second display system comprises providing the second  
display system so that the second display system is not directly over either of the  
third and fourth lanes.

2 18. The method of generating revenue according to claim 17 wherein the  
4 step of providing a support comprises providing a spanning section extending  
continuously and fully across the first, second, third, and fourth lanes.

2 19. The method of generating revenue according to claim 13 wherein the  
4 steps of providing first and second display systems comprises providing first and  
second display panels, respectively having the information pertaining to the right-  
of-way and the advertising information thereon, with substantially the same shape.

2 20. The method of generating revenue according to claim 19 wherein the  
4 step of providing first and second display panels comprises providing first and  
second display panels having substantially the same size.

21. The method of generating revenue according to claim 13 further  
2 comprising the steps of providing periodic maintenance to at least one of the  
support and the first display system, providing periodic maintenance to the second  
4 display system in conjunction with the periodic maintenance to the at least one of  
the support and the first display system, and charging a fee to the entity for the  
6 periodic maintenance to the second display system.

22. The method of generating revenue according to claim 13 further  
2 comprising the steps of changing the advertising information and charging a fee to  
the entity for changing the advertising information.